

flippr

BRAND MANUAL

August 2016

sharkk®

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01

LOGO

FULL COLOR LOGOTYPE

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02

LOGO

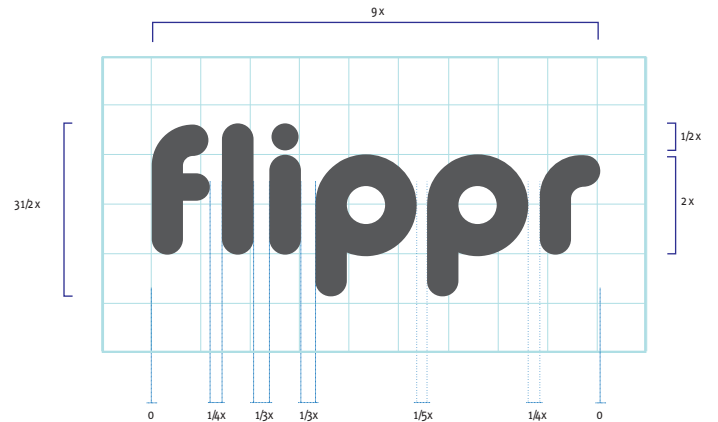
FULL COLOR LOGOTYPE WITH SHARKK BRAND

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by **sharkk**

03

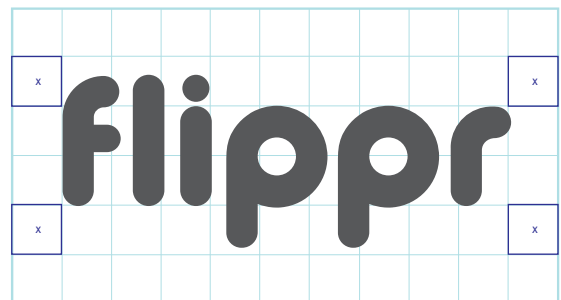
LOGO GUIDELINES

The product logo should always respect its construction and should be never changed in any way.



CLEAR SPACE

Whenever the logo is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



04

APPLICATION ON BACKGROUND

LOGO OVER BLACK



05

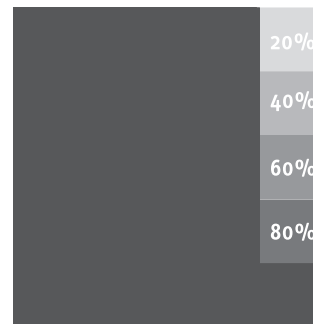
COLOR PALETTE

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PRIMARY COLOR
DARK GREY

COLOR TONES

COLOR CODES



PANTONE 425 C

C: 0
M: 0
Y: 00
K: 080

R: 88
G: 89
B: 91

HTML #58595B

06

TYPOGRAPHY

COMPLEMENTARY FONTS

InfoText Bold

ABCDEFGHIJKLMNÑOPQRS
TUVWXYZabcdefghijklmnopno
pqrstuvwxyz123456789!@&

InfoText Medium

ABCDEFGHIJKLMNÑOPQRS
TUVWXYZabcdefghijklmnop
qrstuvwxyz123456789!@&

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